

“CONNECTING FROM ROOT TO FRUIT”: A NEW SIGNATURE TO HIGHLIGHT VILMORIN-MIKADO EXPERTISE IN TOMATO & ROOTSTOCK

The French Japanese seed company Vilmorin-Mikado is revealing its new signature for Tomato & Rootstock: “Connecting from Root to Fruit”. A signature that illustrates Vilmorin-Mikado expertise to optimize growers’ tomato cultivation through expert advice from rootstocks to tomatoes.

Tomato & Rootstock: A New Global Approach



Choosing the right rootstock is a critical success factor for tomato growers because it directly impacts the health, growth, and yield of the tomato plants. Vilmorin-Mikado today reinforces its expertise by deploying a new global approach integrating expert advice from rootstocks to tomatoes to ensure the success of the crop.



Benefits for Growers

Vilmorin-Mikado Tomato & Rootstock expertise brings three main advantages for growers:

- **Tailored Rootstock Selection:** Growers can easily choose rootstocks adapted to their tomato varieties, ensuring optimal performance in their growing conditions.
- **Expert Crop Advice:** With more than 200 years of experience in Tomato and a global presence in Tomato and Rootstock markets in more than 40 countries, Vilmorin-Mikado teams provide personalized guidance and local technical advice to grow Vilmorin-Mikado tomatoes & rootstocks at best.
- **Access to a wide range of high-quality Tomato & Rootstock varieties:** Vilmorin-Mikado offers customers a wide range of tomatoes (from round, elongated, to cherry and plum...) and rootstocks, backed by its global network of experts and services adhering to high international standards.

Developing New Combinations

Since 2007, Vilmorin-Mikado has been conducting trials through its global Research and Development network during different seasons with various cultivation methods (plastic tunnel, greenhouses, open fields, etc.) to develop and identify Tomato & Rootstock combinations. “*We have been collecting and monitoring many factors such as yield, root, size, or vigor to evaluate the effective benefits of our tomato-rootstock combinations. To test and develop these combinations, we always work hand in hand with growers, nurseries, and cooperatives locally, close to our markets.*” specifies Pauline AUCLAIR, Tomato & Rootstock Product Manager.

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“We are very excited to highlight our unique expertise. “Connecting from Root to Fruit” is a promise of expert advice on Tomato & Rootstocks combinations. A new approach to ensure a top-quality service for growers for whom choosing the right rootstock for the right tomato is a key success factor of their activity” says Jean-Baptiste FONTAINE, Head of Global Marketing at Vilmorin-Mikado.

“Connecting from Root to Fruit”: A New Signature and Logo

Accompanying this global approach, the new signature “Connecting from Root to Fruit” symbolizes the synergy between Root(stocks) and Fruit (tomatoes). It illustrates Vilmorin-Mikado’s commitment to growers’ success and adaptation to local needs.



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About Vilmorin-Mikado

Vilmorin-Mikado is a Franco-Japanese seed producer that has specialized in breeding, producing, and selling high value-added vegetable seeds for professionals since 1743. As a responsible partner in the vegetable food chain, Vilmorin-Mikado is committed to helping better nourish people everywhere. Our wide range of unique, original seeds is distributed on five continents in more than 100 countries. Vilmorin-Mikado has more than 1,000 employees and recorded sales of €237 million in 2023-2024, of which 15% was entirely devoted to research. World leader in carrots and witloof chicory, Vilmorin-Mikado is also a major player in salads, tomatoes, sweet peppers, kabocha squashes, daikon radishes and bunching onions. Nearly three centuries ago, Vilmorin-Mikado’s founders began our Tree Seeds work, which actively contributes to rebuilding sustainable forests. www.vilmorinmikado.com - #VilmorinMikado

*Vilmorin-Mikado is part of **Limagrain**, an international seed & agri-food group owned by a French agricultural cooperative. Drawing on its long history of expertise in plant improvement, Limagrain is today the fourth largest seed company in the world. www.limagrain.com - #Limagrain*

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